

In re Application of LUCOVSKY et al.  
Serial No. 10/021,291

### **REMARKS**

The Office action has been carefully considered. The Office action rejected claims 1-5 under 35 U.S.C. § 102(e) as being anticipated by U.S. Patent No. 6,401,085 to Gershman et al. ("Gershman"). The Office action objected to the specification because a serial number for the related application was blank. Applicants have amended the specification herein to provide the serial number for the related application. Finally, the Office action also objected to the specification because it allegedly contained an embedded hyperlink and/or other browser executable code on page 35, line 20. Applicants can only find 'microsoft.com' on page 35, line 20 which is neither an embedded hyperlink nor browser executable code, and, therefore, applicants respectfully submit that no correction is required. Regarding the claim rejections, applicants respectfully disagree.

By present amendment, claims 1 and 4 have been amended to more particularly point out and distinctly claim applicants' invention, and claims 6-20 have been newly added. Applicants submit that the claims as filed were patentable over the prior art of record, and that the amendments herein are for purposes of clarifying the claims and/or for expediting allowance of the claims and not for reasons related to patentability. Reconsideration is respectfully requested.

Applicants thank the Examiner for the interview held (by telephone) on June 21, 2005. During the interview, the Examiner and applicants' attorney discussed the claims with respect to the prior art. The essence of applicants' position is incorporated in the remarks below.

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The present invention is directed to a system and method for providing a Profile service for central (e.g., Internet) access to per-user contact data that is based on each user's identity. The Profile service is designed to store and manage personal profile information like name, identification numbers, and picture pointers for the end user. The Profile service includes a schema that defines rules and a structure for the data, and also includes methods that provide access to the data in a defined way. Because the structure of the data is defined from the perspective of the data, not from that of an application program or a device, programs can communicate with the services to access the data, with existing knowledge of the format.

In one implementation, the Profile schemas are arranged as XML documents, and the services provide methods that control access to the data based on the requesting user's identification, defined role and scope for that role. Users can direct the Profile service to publish information to one or more subscribers in order to view profile data. Thus, the Profile owner chooses what information may be published to each subscriber role.

When another computing device wishes to access or retrieve personal profile data, it may first be determined whether the device has permission to access or retrieve the data. For example, an owner of personal profile data may typically have read/write access to his or her own profile data, and can provide various types of access to the profile data to other users based on their IDs, (e.g., read only to some users, read/write to others). Additionally, a subscriber's information for the user's Profile may be automatically updated when a

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publisher/subscriber relationship may be established. In this way, data can be accessed by its owner, and shared to an extent determined by the owner. Note that the above description is for example and informational purposes only, and should not be used to interpret the claims, which are discussed below.

Turning to the claims, independent claim 1 recites in a computer network, a computer-implemented method comprising, providing a profile schema, the profile schema having profile-related fields arranged into a content document with defined structures for the fields; receiving a data access request directed to profile information, the request including associated identity information; and in response to the data access request, manipulating at least one set of data in a logical profile document that includes data therein according to the associated identity information, each set of data in the logical profile document structured to correspond to a field in the content document of profile information.

The Office action rejected claim 1 as being anticipated by Gershman. More specifically, the Office action contends that Gershman teaches providing a profile schema, the profile schema having profile-related fields arranged into a content document with defined structures for the fields. Column 40, lines 10-14, and column 40, line 55 - column 41, line 7 of Gershman are referenced. Further, the Office action contends that Gershman teaches receiving a data access request directed to profile information, the request including associated identity information. Column 40, lines 36-43 and column 39, lines 55-57 and lines 27-44 of Gershman are referenced. Finally, the Office action contends that Gershman teaches in response to the data access request, manipulating at least one set of data in a

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logical profile document that includes data therein according to the associated identity information, each set of data in the logical profile document structured to correspond to a field in the content document of profile information. Column 40, lines 54-55, and column 43, lines 10-43 of Gershman are referenced. Applicants respectfully disagree.

Gershman teaches, generally, a method and system for web-based information retrieval including product information using a wireless phone or similar hand-held wireless device. The wireless device prompts a user to input product information of interest to the user. This product information is transmitted via an HTTP query to a service routine (running on a Web server) which then queries the Web to find price, shipping and availability information for the product from various Web suppliers. More specifically, the referenced sections of Gershman teach using a profile database for customizing retrieved web content. For example, Gershman discloses a web server that may retrieve content for the page that has been requested from the content database 1005. Gershman, column 40, lines 36-43. The relevant user-centric content, such as calendar, email, contact list, and task list items are then retrieved 1006. (See FIG. 11 of Gershman for a more detailed description of this process.) The query to the database utilizes the user content preferences stored as part of the user profile in the User profile database 1003 to filter the content that is returned. The content that is returned is then formatted into a web page 1007 according to the layout preferences defined in the user profile. The web page is then returned to the client and displayed to the user 1008. Gershman column 40, lines 36-54.

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Gershman further describes the profile database as detailed personal information in Profile Field 1350 records. Attached to each Profile are sets of Profile Restriction 1360 records. By retrieving records from the profile database, numerous access devices can be used to customize services for the user based on his profile. Gershman further provides the example of a merchant's web site that can use profile information to provide personalized content to the user. Gershman, column 41, line 51 – column 42, line 3. Gershman also provides another example of personalizing content to a user, a Consumer Report-like service that is customized for each user based on a user profile. The system records and provides ratings from users about product quality and desirability on a number of dimensions. This service works by finding the people who have the closest match to the user's profile and have previously rated the product being asked for. More specifically, when the user requests a product report 1610 for product X, the algorithm retrieves the profiles 1620 from the profile database 1630 (which includes product ratings) of those users who have previously rated that product. It then maps all of the short list of users along several dimensions specified in the profile matching algorithm 1660. The product ratings from the smaller set of n nearest neighbors are then used to determine a number of product statistics 1690 along several dimensions. Those statistics are inserted into a product report template 1695 and returned to the user 1697 as a product report. Gershman, column 43, lines 10-43.

In contrast, claim 1 recites providing a profile schema, the profile schema having profile-related fields arranged into a content document with defined

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structures for the fields. The cited and applied sections of Gershman instead disclose a database of detailed personal information in records rather than a profile schema having profile-related fields arranged in a content document. Significantly, a database of profile records as taught in Gershman is not a profile schema arranged into a content document with defined structures for the fields. The profile schema of applicants' invention includes methods that provide access in a defined way to the data stored in the defined structures of the content document. Because the structure of the data is defined from the perspective of the data, programs can communicate with the services using the content document to access the data, with existing knowledge of the format. In one implementation, the profile schemas are arranged as XML documents, and the services provide methods that control access to the data based on the requesting user's identification, defined role and scope for that role. Moreover, Gershman teaches arranging retrieved content in a web document using profile information and arranging product statistics in a web document, not a profile schema as claimed by applicants. Gershman certainly cannot be construed to teach providing a profile schema, the profile schema having profile-related fields arranged into a content document with defined structures for the fields.

Furthermore, claim 1 also recites receiving a data access request directed to profile information, the request including associated identity information, and in response to the data access request, manipulating at least one set of data in a logical profile document that includes data therein according to the associated identity information, each set of data in the logical profile document structured to

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correspond to a field in the content document of profile information. Nowhere in Gershman is there disclosed a logical profile document with each set of data in the logical profile document structured to correspond to a field in the content document of profile information. One cited and applied section of Gershman in which the Office action contends teaches a logical profile document actually teaches content retrieved from the web that is filtered using profile records and arranged in a web page, not a logical profile document. Another cited and applied section of Gershman actually teaches arranging product statistics in a web document for providing a consumer report about a product, not a logical profile document with each set of data in the logical profile document structured to correspond to a field in the content document. To imply providing a logical profile document as a consumer report about a product simply does not make sense. Thus, Gershman cannot possibly be construed to teach both a logical profile document and a content document of profile information.

Applicants submit that claim 1 is allowable over the prior art of record for at least these reasons.

Applicants respectfully submit that dependent claims 2 and 3, by similar analysis, are allowable. Each of these claims depends either directly or indirectly from claim 1 and consequently includes the recitations of independent claim 1. As discussed above, Gershman fails to disclose the recitations of claim 1 and therefore these claims are also allowable over the prior art of record. In addition to the recitations of claim 1 noted above, each of these dependent claims includes additional patentable elements.

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Turning to the next independent claim, amended claim 4 recites in a computer network, a computer-implemented method comprising, receiving a request to retrieve profile data, the request including associated identity information; reading from a data store to obtain profile data based on the associated identity information; constructing a profile document including at least part of the data, the document arranged according to a defined schema for profile data; and returning the document in response to the request.

The Office action rejected claim 4 as being anticipated by Gershman. More specifically, the Office action contends that Gershman teaches receiving a request to retrieve profile data, the request including associated identity information, and reading from a data store to obtain profile data based on the associated identity information. Column 40, lines 36-43 and column 39, lines 55-57 and lines 27-44 of Gershman are referenced. The Office action also contends that Gershman teaches constructing a profile document including at least part of the data, the document arranged according to a defined schema for profile data, and returning the document in response to the request. Column 41, lines 6-50 and column 40, lines 51-54 of Gershman are referenced. Applicants respectfully disagree.

As discussed above, the referenced sections of Gershman teach using a profile database for customizing retrieved web content. As a specific example disclosed in Gershman, a web server may retrieve content for the page that has been requested from the content database 1005. The relevant user-centric content, such as calendar, email, contact list, and task list items are then retrieved 1006. (See FIG. 11 of Gershman for a more detailed description of this process.)



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The query to the database utilizes the user content preferences stored as part of the user profile in the User profile database 1003 to filter the content that is returned. The content that is returned is then formatted into a web page 1007 according to the layout preferences defined in the user profile. The web page is then returned to the client and displayed to the user 1008. Gershman column 40, lines 36-54.

In contrast, claim 4 recites receiving a request to retrieve profile data, the request including associated identity information, and reading from a data store to obtain profile data based on the associated identity information. The cited and applied sections of Gershman instead disclose receiving a request from a client or web browser for a product or other information such as a consumer report about a product, instead of profile data as claimed by applicants. The web server may in turn retrieve profile data from the profile database to filter retrieved content that may be returned to a client in a web page. Significantly, a request from a client or web browser for a product or other information such as a consumer report about a product cannot possibly be construed as a request from a client for profile data arranged in a document that is returned to the client. Rather, Gershman teaches returning a web page containing product or other information about a product such as a consumer report.

Furthermore, claim 4 recites constructing a profile document including at least part of the data, the document arranged according to a defined schema for profile data; and returning the document in response to the request. Nowhere in Gershman is there disclosed a profile document including at least part of the data,

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the document arranged according to a defined schema. One cited and applied section of Gershman in which the Office action contends teaches a profile document arranged according to a defined schema actually teaches a database of sets of profile records that may include profile information used in different contexts such as a user's work address for filtering content retrieved from the web. However, rather than teaching constructing a profile document, Gershman teaches constructing a web page of content about a product or other information such as a consumer report about a product that is filtered using such a set of profile records. Another section of Gershman actually teaches arranging product statistics in a web document for providing a consumer report about a product. To imply constructing a web page about product information or a consumer report returned in response to a request from a client is the same as constructing a profile document simply does not make sense. Thus, Gershman cannot possibly be construed to teach constructing a profile document including at least part of the data, the document arranged according to a defined schema for profile data; and returning the document in response to the request.

Applicants submit that claim 4 is allowable over the prior art of record for at least these reasons.

Applicants respectfully submit that dependent claim 5-18, by similar analysis, are allowable. Claims 5-18 depend directly from claim 4 and consequently includes the recitations of independent claim 4. As discussed above, Gershman fails to disclose the recitations of claim 4 and therefore claims 5-18 are

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also allowable over the prior art of record. In addition to the recitations of claim 4 noted above, dependent claims 5-18 includes additional patentable elements.

Newly added independent claim 19 and dependent claim 20 are also allowable over the prior art of record. Claim 19 recites a computer-readable medium having computer-executable instructions for: receiving a request to retrieve profile data, the request including associated identity information; reading from a data store to obtain profile data based on the associated identity information; constructing an profile document including at least part of the data, the document arranged according to a defined schema for profile data; and returning the profile document in response to the request. As discussed above, Gershman teaches receiving a request from a client or web browser for a product or other information such as a consumer report about a product and cannot possibly be construed as a request from a client for profile data arranged in a document that is returned to the client. Moreover, nowhere in Gershman is there disclosed a profile document including at least part of the data, the document arranged according to a defined schema. It simply does not make sense to imply constructing a web page about product information as taught by Gershman is the same as constructing a profile document.

For at least these additional reasons, applicants submit that all the claims are patentable over the prior art of record. Reconsideration and withdrawal of the rejections in the Office action is respectfully requested and early allowance of this application is earnestly solicited.

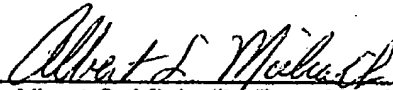
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### CONCLUSION

In view of the foregoing remarks, it is respectfully submitted that claims 1-20 are patentable over the prior art of record, and that the application is in good and proper form for allowance. A favorable action on the part of the Examiner is earnestly solicited.

If in the opinion of the Examiner a telephone conference would expedite the prosecution of the subject application, the Examiner is invited to call the undersigned attorney at (425) 836-3030.

Respectfully submitted,



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